

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Change to:

1 - 174. (cancelled without prejudice)

175. (currently amended) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform the ~~method steps in a data processing steps method~~, comprising:

~~integrating preparing~~ a plurality of data from a plurality of organization related systems, a user input and an Internet ~~for use in processing in accordance with a common schema and an xml metadata standard,~~

obtaining one or more keywords and a set of classification rules for each keyword from a user,

searching for one or more ~~a plurality of~~ keywords matches on the Internet,

storing a one or more ~~locations~~ for each ~~identified~~ keyword match found during the search of the Internet,

counting and classifying said matches from ~~for~~ each stored location for each keyword,

creating one or more keyword performance indicators using said counts for each keyword and a summary of said performance indicators for each keyword, and

developing a model of an organization financial performance by a category of value that utilizes the summaries for each keyword as an input, and

quantifying and outputting a contribution that quantifies an impact of each of the one or more keywords to performance indicators on an the organization financial performance by category of value using said model of organization financial performance and using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

where the keyword performance indicators are linked together when they are not independent.

176. (currently amended) The program storage device of claim 175, wherein ~~at least some data are pre-specified for integration and conversion~~ the organization physically exists.

177. (currently amended) The program storage device of claim 175, wherein a the plurality of ~~integrated enterprise~~ data are stored in an application database in accordance with a common schema.

178. (currently amended) The program storage device of claim 175, wherein a the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

179. (currently amended) The program storage device of claim ~~177~~ 175, wherein a the common schema identifies a plurality of data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, and non-relevant attributes ~~and combinations thereof~~.

180. (currently amended) The program storage device of claim 175, wherein a the data processing steps method further comprises ~~storing a plurality of converted data in one or more tables to support organization processing~~ multiplying the quantified contribution of each keyword to each category of value by the value of each category of value to determine the value of each keyword to the organization.

181. (currently amended) The program storage device of claim 175, wherein each of the keywords maps to a ~~the~~ common schema.

182. (currently amended) The program storage device of claim 175, wherein each of the ~~program storage device comprises one or more intelligent agents~~ quantified keyword contributions comprise a measure of relevance.

183. (currently amended) A ~~computer implemented~~ method for determining the relevance of a keyword, comprising:

using a computer to complete the steps of:

~~integrating~~ preparing a plurality of data from a plurality of organization related systems, a user input and an Internet for use in processing ~~in accordance with a common schema and an xml metadata standard~~

obtaining one or more keywords and a set of classification rules for each keyword from a user, searching for one or more a plurality of keywords matches on the Internet, storing a one or more locations for each identified keyword match found during the search of the Internet, counting and classifying said matches from for each stored location for each keyword, creating one or more keyword performance indicators using said counts for each keyword and a summary of said performance indicators for each keyword, and developing a model of an organization financial performance by a category of value that utilizes the summaries for each keyword as an input, and quantifying and outputting a contribution that quantifies an impact of each of the one or more keywords to performance indicators on an the organization financial performance by category of value using said model of organization financial performance and using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization where keyword performance indicators are linked together when they are not independent, and where the categories of value are selected from the group consisting of current operation, real options and market sentiment.

184. (currently amended) The method of claim 183, wherein ~~at least some data are pre-specified for integration and conversion~~ the organization physically exists and each of the quantified keyword contributions comprise a measure of keyword relevance.

185. (currently amended) The method of claim 183, wherein a the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

186. (currently amended) The method of claim 183, wherein ~~a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and~~

combinations thereof the steps further comprise multiplying the quantified contribution of each keyword to each category of value by the value of each category of value to determine the value of each keyword to the organization.

187. (currently amended) The method of claim 183, wherein each of the keywords maps to a the common schema.

188. (currently amended) A keyword relevance system, comprising:

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrating prepare a plurality of data from a plurality of organization related systems, a user input, an Internet and one or more external databases for use in processing in accordance with a common schema and an xml metadata standard,

obtain one or more keywords and a set of classification rules for each keyword from a user,

search for one or more a plurality of keywords matches on the Internet and in one or more external databases,

store a one or more locations for each identified keyword match found during the search,

count and classify said matches from for each stored location for each keyword,

create one or more keyword performance indicators using said counts for each keyword and a summary of said performance indicators for each keyword, and

develop a model of an organization financial performance by a category of value that utilizes the summaries for each keyword as an input, and

quantify and output a contribution that quantifies an impact of each of the one or more keywords to performance indicators on an the organization financial performance by category of value using said model of organization financial performance and using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

where keyword performance indicators are linked together when they are not independent, and where the categories of value are selected from the group consisting of current operation, real options and market sentiment.

189. (currently amended) The system of claim 188, wherein at least some data are pre-specified for integration and conversion the organization physically exists and each of the quantified keyword contributions comprise a measure of keyword relevance.

190. (currently amended) The system of claim 188, wherein a the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

191. (currently amended) The system of claim 188, wherein ~~a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof~~ the processor also multiplies the quantified contribution of each keyword to each category of value by the value of each category of value to determine the value of each keyword to the organization.

192. (currently amended) The system of claim 188, wherein each of the keywords maps to a the common schema.

193. (currently amended) A ~~computer implemented~~ keyword relevance method, comprising:
using a computer to complete the steps of:
~~integrating~~ preparing a plurality of data from a plurality of organization related systems, a user input, an Internet and one or more external databases for use in processing in accordance with a common schema and an xml metadata standard,
obtaining one or more keywords and a set of classification rules for each keyword from a user,
searching for one or more a plurality of keywords matches on the Internet and in one or more external databases,
storing a one or more locations for each identified keyword match found during the search,
counting and classifying said matches from ~~for~~ each stored location for each keyword,
creating one or more keyword performance indicators using said counts and classification data for each keyword and a summary of said performance indicators for each keyword, and
developing a model of an organization financial performance by a category of value that utilizes the summaries for each keyword as an input, and

quantifying and outputting a contribution that quantifies an impact of each of the one or more keywords to performance indicators on an the organization financial performance by category of value using said model of organization financial performance and using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization
where keyword performance indicators are linked together when they are not independent,
and where the categories of value are selected from the group consisting of current operation, real options and market sentiment.

194. (currently amended) The method of claim 193, wherein ~~at least some data are pre-specified for integration and conversion~~ the organization physically exists and each of the quantified keyword contributions comprise a measure of keyword relevance.

195. (currently amended) The method of claim 193, wherein a the plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

196. (currently amended) The method of claim 193, wherein ~~a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof~~ the steps further comprise multiplying the quantified contribution of each keyword to each category of value by the value of each category of value to determine the value of each keyword to the organization.

197. (currently amended) The method of claim 193, wherein each of the keywords maps to a the common schema.